Voice assistants speak up
Smartphone voice assistants continue to gain momentum

Nearly 2/3 use smartphone voice assistants—a YoY increase of 11 percentage points

53% in 2017 VS. 64% in 2018
46% of this group use voice assistants weekly

Data on the rise
Consumers rely on mobile data for a variety of applications—and speed is critical

Unlimited plans are gaining subscribers
25% in 2017
37% in 2018

More than 80% of unlimited plans rate 5G important
69% who watch video on a smartphone rate 5G important

IoT waiting to connect
Despite widespread penetration of connected devices, results are mixed on willingness to pay and interest in advanced features

Interest
85% Connected car
73% Connected home
65% Connected self/wearables

Willingness to pay for any form of connected home has plateaued
54% Home monitoring
49% Home control
37% Landscape control
36% Appliance control
35% Entertainment

Despite being valued, willingness to pay for connected car applications dipped across the board

2017
2018
52% 47%
51% 46%
50% 44%
45% 41%
40% 36%

Maintenance
Access
Route tracking
Traffic/weather updates
Fuel efficiency

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